

MAY 22 2007

Attorney Docket 01376  
U.S. Application No. 10/039,062 Examiner Reilly Art Unit 2153  
Response to November 4, 2005 Office Action

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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

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**In re application of:** Matz

**Group Art Unit:** 2153

**Application No.:** 10/039,062

**Examiner:** Reilly, Sean

**Filed:** December 31, 2001

**Title:** "Methods and System for Targeted Content Distribution Using Tagged Data Streams"

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**AMENDMENT & RESPONSE TO  
NOVEMBER 4, 2005 OFFICE ACTION**

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The Assignee respectfully requests entry of the following amendment and remarks in response to the office action mailed November 4, 2005. The Assignee respectfully submits that the pending claims distinguish over the document to *Kramer*.